



Sugar Sell vs. Salesforce

A Side by Side Comparison





Before you sign that contract, make sure you're seeing the whole picture when it comes to purchasing a new CRM solution for your company.

Sales Cloud Pricing at a Glance

The breakdown of subscription list prices for mid- and premium-level Cloud editions are as follows:

SALES CLOUD EDITION	MONTHLY PER-USER COST	SUGAR SELL
Professional	\$80	Advanced \$85
Enterprise	\$165	Premier \$135
Unlimited	\$330	N/A

SUGAR SELL AT A GLANCE

Create more meaningful experiences and build lasting relationships.

Includes: AI-powered lead and opportunity prioritization, business process management, subscription management, SOC2 Type2 Compliance, and mail & calendar integration.

But what's the total cost of ownership (TCO)?

While many CRM systems are sold via a subscription model, Salesforce often pay significantly more than the quoted monthly subscription fee due to hidden fees and other limitations that can increase the total cost of ownership such as add-on capabilities, file storage, advanced analytics—and that's just the beginning.

Let's compare: 100 Seats

Customer Requirements: mail & calendar integration, geo mapping, enhanced forecasting, relationship insights, enterprise-level configuration with optional customizations, 15GB of storage per account, business process workflows.

	SUGAR SELL PREMIER	SALESFORCE SALES CLOUD ENTERPRISE
100 Seats	\$162,000	\$529,800

Salesforce Hidden Costs*

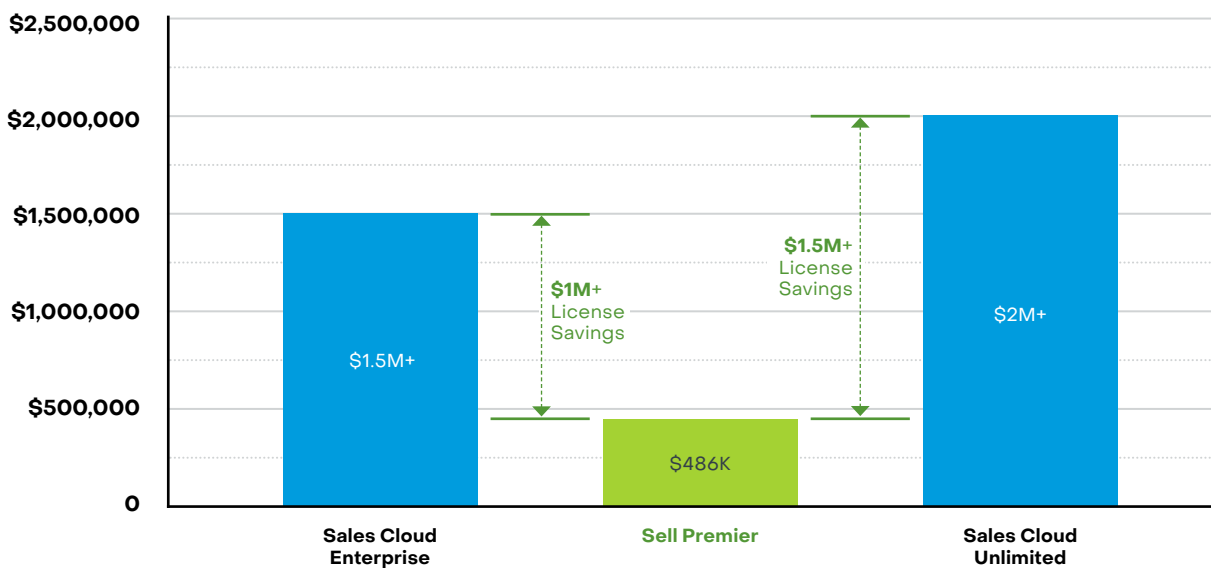
*included in pricing above

- Einstein Relationship Insights (Starter) - \$50, per user, per month
- Additional Storage - \$1,800 per year
- Revenue Intelligence - \$200 per user, per month
- Inbox - \$25 per user, per month

Several other add-ons are also available.

Sugar Sell Premier versus Salesforce Sales Cloud Enterprise

3 Year Total Cost of Ownership (TCO) for 100 Seats



Get the Total Picture

Choosing the right CRM for your business includes many factors. Total cost of ownership is just one. However, the importance of reasonable, predictable TCO increases when considering the lifecycle of the CRM deployment. Choosing an inexpensive CRM may seem a smart choice, but if that system cannot scale as your business grows, the deployment can prove more costly in the long run. While some products seem to be licensed at a reasonable price be sure to ask questions regarding additional fees to integrate the CRM with other systems, any functional limitations, customization increases, storage upcharges, and service fees.

Before making any decision, look further for hidden costs and other unwanted surprises under the surface. Finding the right solution shouldn't be hard, just make sure you have a clear picture.

Click Less, Sell More

Learn what SugarCRM can unlock within your organization.
A better solution is just a click away.

GET DEMO



ABOUT SUGAR SELL

Close deals with ease using Sugar Sell, the world's most intelligent CRM. Track and monitor activities, map each customer's journey, and automate as many workflows as you need to. With Sell, you can let the platform do the work.

www.sugarcrm.com/solutions/sugar-sell/

About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow [@SugarCRM](https://twitter.com/SugarCRM).